



The Commonwealth of Massachusetts
Executive Office of Health and Human Services
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Memorandum

To: Council on Aging Directors and Staff
From: Mary Clark
Cc: John Jacob, Alissa Scharf, Elizabeth Serrailier, Samantha Stone
Date: September 26, 2008
Re: Elder Preparedness Resources

As a provider of elder care services, you're uniquely aware of the importance of emergency preparedness planning for our seniors. With that in mind, the Massachusetts Department of Public Health (MDPH) is pleased to announce an exciting partnership with the American Red Cross of Massachusetts Bay and the Executive Office of Elder Affairs on emergency preparedness outreach to elders.

Our purpose is to provide a series of informational tools and resources to help you ensure that elders in your community – and the caregivers who support them – are better prepared for emergencies and disasters of all kinds.

Disaster Preparedness: For Seniors, By Seniors

As a first step, we are excited to announce the availability of *Disaster Preparedness: For Seniors By Seniors*, an innovative brochure focusing on the specific needs of elders in preparing for and responding to an emergency. This informational resource was created by the American Red Cross with the specific input and feedback of a wide cross-section of seniors. MDPH is pleased to offer this brochure free of charge to your organization. With flu season right around the corner, you might consider making copies available to seniors at flu clinics in your area. Please take a moment to review the sample enclosed with this letter, and use the attached order form to request copies.

Emergency Preparedness Seminars at the MCOA Annual Conference

We also are excited to announce a series of emergency preparedness workshops at the Massachusetts Councils on Aging Annual Conference scheduled for October 15th-17th in Falmouth. These three workshops are designed to provide you with practical ways to engage

your organization and the seniors you serve on the importance of emergency preparedness.

Topics include:

- All-hazards emergency preparedness planning for elder care service providers, presented by MDPH;
- A Train-the-Trainer workshop for elder care providers and caregivers to teach their clients on ways to prepare for emergencies, presented by the American Red Cross of Massachusetts Bay; and
- The importance of accessibility and inclusion in emergency management planning, presented by the Massachusetts Emergency Management Agency.

We hope that you'll find the brochure and workshops useful and informative, and we look forward to continuing our work together on emergency preparedness for elders.